4. Other programmes under implementation to control malnutrition include (1) Universal lodization of salt (2) Provision of safe drinking water and environmental sanitation (3) Mobile medical services for inaccessible rural and tribal areas (4) Jawahar Rojgar Yojana etc. and (5) Several other rural development and poverty alleviation programmes.

Ban on cola advertisements

2063. SHRI B.K. HARIPRASAD: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government have proposed to ban cola beverage advertisements both in print and electronic media terming them as a health hazard and a major cause of obesity in children;

(b) whether under the current code of I&B Ministry liquor, cigarettes, baby food and drugs are banned for airing in the print or electronic media; and

(c) whether Government are delaying the enforcement of ban on soft drinks industry due to intense lobbying by Cola sector?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) No, Sir.

(b) Under the current advertising code of the I & B Ministry for cable services, liquor, cigarette and infant food cannot be advertised.

(c) No, Sir.

Infant mortality rate in Vidarbha

†2064. SHRI SANJAY RAUT:
SHRI DATTA MEGHE:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government have formulated any scheme to reduce the mortality rate of infants;

(b) if so, the steps taken to reduce mortality rate of infants in tribal areas especially Vidarbha region of Maharashtra;

(c) the names of States, where Government have implemented ambitious National Rural Health Mission initially; and

(d) the reasons for non-implementation of this scheme in tribal areas of Vidarbha region of Maharashtra?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) Yes, Sir.

(b) Government of Maharashtra, has formulated following schemes to lessen the mortality rate of infants:

†Original notice of the question was received in Hindi.